

Amendments to the Claims:

Please cancel claims 28-35.

The following Listing of Claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

1. (previously presented) An illuminated display device, comprising:
 - a first light source mounted to a first position on a substantially planar mount surface of a mount and directing light generally along a first axis;
 - a reflective image display unit mounted to a second position on the mount surface different from the first position, with an optical axis substantially parallel to the first axis; and
 - a reflective polarizing film disposed to direct light from the first light source to the reflective image light display unit.
2. (original) A device as recited in claim 1, wherein the reflective polarizing film is curved in at least one dimension.
3. (original) A device as recited in claim 2, wherein the optical axis of the reflective image display unit is laterally displaced from the first axis in a displacement direction and the reflective polarizing film is curved with a radius of curvature lying parallel to a plane formed by the first axis and the displacement direction.
4. (original) A device as recited in claim 2, wherein the optical axis of the reflective image display unit is laterally displaced from the first axis in a displacement direction and the reflective polarizing film is curved with a radius of curvature lying parallel to a plane formed by the first axis and an axis orthogonal to both the first axis and the displacement direction.
5. (original) A device as recited in claim 2, wherein the optical axis of the reflective image display unit is laterally displaced from the first axis in a displacement direction and the reflective

polarizing film is curved with a first radius of curvature lying parallel to a plane formed by the first axis and the displacement direction and is curved with a second radius of curvature lying parallel to a plane formed by the first axis and an axis orthogonal to both the first axis and the displacement direction.

6. (previously presented) A device as recited in claim 2, wherein a first portion of the reflective polarizing film is displaced from the light source along the first axis and a second portion of the reflective polarizing film is displaced from the reflective image display unit along the optical axis.

7. (original) A device as recited in claim 6, wherein the first portion of the reflective polarizing film is curved.

8. (original) A device as recited in claim 6, wherein the second portion of the reflective polarizing film is curved.

9. (original) A device as recited in claim 6, wherein both the first and second portions of the reflective polarizing film are curved.

10. (original) A device as recited in claim 1, wherein the display system further includes a viewing port for a user to view an image formed by the reflective image display unit, and the reflective polarizing film is disposed between the reflective image display unit and the viewing port.

11. (original) A device as recited in claim 1, further comprising a clean up polarizer disposed to polarize light transmitted through the reflective polarizer from the reflective image display unit.

12. (previously presented) A device as recited in claim 1, further comprising a reflector disposed to direct light from the first light source to the reflective polarizing film.

13. (original) A device as recited in claim 12, wherein at least one of the reflector and the reflective polarizing film is curved in at least one dimension to form a curved reflector.

14. (original) A device as recited in claim 13, wherein the optical axis of the reflective image display unit is laterally displaced from the first axis in a displacement direction and the reflective polarizing film is curved with a radius of curvature lying parallel to a plane formed by the first axis and the displacement direction.

15. (original) A device as recited in claim 13, wherein the optical axis of the reflective image display unit is laterally displaced from the first axis in a displacement direction and the reflective polarizing film is curved with a radius of curvature lying parallel to a plane formed by the first axis and the displacement direction and is curved with another radius of curvature lying parallel to a plane formed by the first axis and an axis orthogonal to both the first axis and the displacement direction.

16. (original) A device as recited in claim 13, wherein the optical axis of the reflective image display unit is laterally displaced from the first axis in a displacement direction and the reflective polarizing film is curved with a radius of curvature lying parallel to a plane formed by the first axis and the displacement direction and is curved with another radius of curvature lying parallel to a plane formed by the first axis and an axis orthogonal to both the first axis and the displacement direction.

17. (currently amended) A device as recited in claim 1, wherein the first light source includes a light emitter to emit light, a diffuser to diffuse ~~emit~~ the light emitted by the light emitter and a pre-polarizer to polarize light diffused by the diffuser, the light polarized by the ~~diffuser~~ pre-polarizer being directed to the reflective image display unit.

18. (original) A device as recited in claim 17, wherein the first light source further includes a reflector disposed to direct light from the light emitter to the reflective polarizing film.

19. (original) A device as recited in claim 17, wherein the light emitted by the light emitter is directed to the reflective image display unit by at least two reflecting surfaces, the reflective polarizing film forming a final reflecting surface closest to the reflective image display unit along an optical path between the light emitter to the reflective image display unit.
20. (original) A device as recited in claim 19, wherein the pre-polarizer is disposed along the optical path between the final reflecting surface and a previous reflecting surface.
21. (original) A device as recited in claim 20, wherein the diffuser is disposed along the optical path between the pre-polarizer and the previous reflecting surface.
22. (original) A device as recited in claim 19, further comprising a light guide disposed between the light emitter and the pre-polarizer, the light guide having an output end to transmit light out of the light guide to the pre-polarizer.
23. (original) A device as recited in claim 22, wherein the diffuser includes the light guide.
24. (original) A device as recited in claim 19, further comprising a light guide coupled to receive light from the light emitter, the light guide having a rear surface and an output surface, the rear surface being provided with light extraction features to direct light propagating within the light guide out through output surface towards the pre-polarizer.
25. (original) A device as recited in claim 24, wherein the diffuser includes the light guide.
26. (original) A device as recited in claim 17, wherein the light emitter includes a set of light emitting diodes, the set emitting light at at least three different wavelengths.
27. (original) A device as recited in claim 1, further comprising a second light source disposed to direct light to the reflective image display unit by reflection off the reflective polarizing film.

28-35 (cancelled)

36. (original) A device as recited in claim 1, wherein the first light source and the reflective image display are disposed on the mount surface in a coplanar manner.

37. (original) A device as recited in claim 1, wherein the mount is a substrate common to the first light source and the reflective image display.

38. (original) A device as recited in claim 1, wherein the first light source and reflective image display are mounted side by side on the mount surface.

39. (previously presented) A device as recited in claim 1, wherein the mount is a circuit board and the mount surface is a surface of the circuit board.

40. (previously presented) A device as recited in claim 1, wherein at least one of the first light source and the reflective image display unit is mounted directly to the mount surface.